AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A method for converting a plurality of deliverables to a plurality of formats suitable for presentation, each deliverable including an associated content item and a corresponding associated format to which to convert the associated content item, the method comprising:

preparing the associated content items for conversion based on the corresponding associated formats;

converting the associated content items using a plurality of parallel processing threads, each thread corresponding to an associated deliverable, whereby each thread converts the associated content item to the corresponding associated format;

compiling the converted deliverables for distribution over ~~at least one~~ a plurality of delivery channels; and

posting the content to the delivery channels.

2.   (Original) The method of claim 1, wherein preparing the associated content items for conversion comprises retrieving the associated content items from a database.

3.   (Original) The method of claim 1, wherein preparing the associated content items for conversion comprises customizing the associated content items.

4.   (Currently Amended) The method of claim 3, wherein customizing the associated content items comprises embedding within the associated content items objects related to the presentation and distribution of the associated content items.

5.   (Original) The method of claim 1, wherein converting the associated content items comprises:

parsing the associated content items to identify content to be presented;

converting the parsed content to a page description language; and

converting the page description language content to be format suitable for presentation.

6.   (Original) The method of claim 1, further comprising receiving a request to convert the plurality of deliverables to the plurality of formats suitable for presentation, the request including a selected delivery channel over which to distribute the converted deliverables.

7.   (Original) The method of claim 6, further comprising logging the request in a request history.

8.   (Original) The method of claim 6, further comprising distributing the converted deliverables over the selected delivery channel.

9.   (Original) The method of claim 8, further comprising presenting the converted deliverables at a presentation client.

10.   (Original) The method of claim 9, wherein presenting the deliverables at a presentation client comprises presenting a printed version of the deliverables at the presentation client.

11.   (Original) The method of claim 9, wherein presenting the deliverables at the presentation client comprises presenting an audible version of the deliverables at the presentation client.

12.   (Currently Amended) A method for conversion of content items into a plurality of formats suitable for presentation, the method comprising:

providing a user interface that enables a user to enter a request for converting a plurality of deliverables to the formats suitable for presentation, each deliverable including an associated content item and a corresponding associated format to which to convert the associated content item;

preparing the associated content items for conversion based on the corresponding associated formats;

converting the associated content items using a plurality of parallel processing threads, each thread corresponding to an associated deliverable, whereby each thread converts the associated content item to the corresponding associated format;

compiling the converted deliverables for distribution over ~~at least one~~ a plurality of delivery channels; and

posting the content to the delivery channels.

13.   (Original) The method of claim 12, wherein preparing the associated content items for conversion comprises retrieving the associated content items from a database.

14.   (Original) The method of claim 12, wherein preparing the associated content items for conversion comprises customizing the associated content items.

15.   (Currently Amended) The method of claim 14, wherein customizing the associated content items comprises embedding within the associated content items objects related to the presentation and distribution of the associated content items.

16.   (Original) The method of claim 12, wherein providing the user interface comprises providing the user interface that enables the user to enter the request including a selected delivery channel over which to distribute the converted deliverables.

17.   (Original) The method of claim 16, further comprising distributing the converted deliverables over the selected delivery channel.

18.   (Original) The method of claim 12, further comprising presenting the deliverables at a presentation client.

19.   (Original) The method of claim 18, wherein presenting the deliverables at a presentation client comprises presenting a printed version of the deliverables at the presentation client.

20. (Original) The method of claim 18, wherein presenting the deliverables at a presentation client comprises presenting an audible version of the deliverables at the presentation client.